

CLEARINGHOUSE OF TOBACCO PREVENTION RESOURCE MATERIALS



**Tobacco Prevention & Education Program
Hawaii State Department of Health**

The Tobacco Prevention and Education Program have produced a Clearinghouse of Tobacco Prevention Resource Materials for the Hawaii community. The materials in the Clearinghouse are provided to assist the community in tobacco education. We hope to encourage more educators and community members to utilize these resources to increase awareness on tobacco. The materials available include: a video lending library, brochures, posters, and promotional items and tools.

These educational materials have been organized into 6 categories:

- Tobacco Prevention & Education: Youth
- Tobacco Prevention & Education: Adult
- Reduce Secondhand Smoke Exposure
- Reduce Tobacco Availability
- Cessation
- Ethnic/Cultural Groups

Each category includes videos, brochures, posters, and promotional items and tools available to the community. All items in the catalog have been issued a Tobacco Prevention and Education Program code for easy ordering. Also included with each video listing is information regarding the targeted audience group, length of the video and a brief synopsis.

There is no charge to utilize these materials. Please fax or mail the order form to our office. Orders could also be placed by phone or email. These materials will be available for pick up at the Tobacco Prevention and Education Program.

Tobacco Prevention and Education Program
Hawaii State Department of Health
1250 Punchbowl Street, Room 217
Honolulu, HI 96813
Phone: (808) 586-4613
Toll Free: 1-888-810-8112
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If you have any questions regarding our resources, please contact our Resource Center Coordinator.

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Tobacco Prevention & Education: Youth

Videos

7th Heaven: Grade 6 - 12, 60 minutes. © 2003

TPEP code: V100

7th Heaven is a regular television series airing on the WB station. This episode will focus on smoking, including its health and social consequences, peer pressure, and youth addiction. The program stars Jeremy London and his twin brother Jason, who together have produced powerful public service announcements available from the Office on Smoking and Health. The WB is offering online education kits including: quitting tips, guides, and other resources at www.turnerlearning.com/thewb/7thheaven/smoking/index.shtml.

Ad-Libbing It: Grade 7 - 12, 12 minutes. © 1991

TPEP code: V102

Media Literacy

This video gives an irreverent look at how advertisers try to hook young people on cigarettes and alcohol. Advertisements by tobacco and alcohol companies often aimed to promote use of their products by special target groups have been effective...with devastating results. This humorous program exposes these advertising practices and shows viewers how they are being manipulated to smoke cigarettes and drink alcoholic beverages. Audiences of all ages are encouraged to be critical of advertisements and to take responsibility for their own health.

Brainwash: Grade 9 - 12, 12 minutes. © 1993

TPEP code: V103

Media Literacy

This video was created and hosted by youth and focuses on tobacco industry advertising and promotions targeting young people. It utilizes contrasting imagery to teach youth to be aware of deceptions and myths of tobacco advertising and promotes media literacy

Can You Kick It? Grade 9 - 12, 15 minutes. © 1994

TPEP code: V105

A video narrated by two teens that are members of Young Asian Pacifics United Against Tobacco (YAPUT). The teens discuss the dangers of smoking and encourage cessation among their peers. They also address the tobacco industry's advertising towards minority groups and the various ways to thwart off these advertisements.

The Decision is Yours: Grade 6 -12, 20 minutes. © 1997

TPEP code: V106

A real life story of a 3 pack a day smoker diagnosed with cancer. Creighton Frost required treatment of a total laryngectomy. He now attempts to educate students about tobacco use. The video demonstrates the horrific effects of smoking; it contains graphic material.

Don't Stop the Beat: Grade 1 - 6, 14 minutes. © 1994

TPEP code: V107

A lively, multi-cultural group of talented, outspoken kids discuss why smoking is a bad habit, and talk about their own perspectives on health and the social consequences of smoking. Through their dialogues, skits and a short animated piece (produced by a group of junior high school students) these young people present convincing arguments against the use of tobacco. In addition, they discuss self-esteem and identify reasons why kids may be pressured into habits that are harmful.

I Can't Breathe Program Video: Grade 6 - Adult, 20 minutes. © 2002

TPEP code: V108 / V201

Pam Laffin, featured in "I Can't Breathe," was a 31-year-old mother of two young girls. In the program, Pam tells why she started smoking and what it was like to learn she had emphysema, a smoking-related disease for which there is no cure. Pam tells with poignant detail, as she struggles to breathe, how the disease has devastated her life. Pam died at her home in Boston on October 21, 2000 from respiratory failure due to advanced emphysema.

Discussion Guide Included with Video.

In the Mix: Grade 6 - 12, 30 minutes. © 1998

TPEP code: V109

In "Smoking: The Truth Unfiltered," supermodel Tyra Banks joins In the Mix as we burn down common misconceptions and light up the hard truth about the physical effects of tobacco. In the Mix reporters, including nineteen-year-old Andrea, a regular smoker, sets out to get the truth about how her habit is affecting her health. Andrea also gets the facts behind other common smoking fictions, learning that "light" and "natural" cigarettes are just as harmful as regular ones, and that a few cigarettes a day can get you addicted.

The Last Drag: Grade 6 - 12, 12 minutes. © 2001

TPEP code: V110

This motivational video is the story of two teenagers, 17-year-old Chris and 15-year-old Mara, who tackle the journey to become smoke-free. The video also

demonstrates the advantages of quitting smoking, not only health-related, but others that are specific to teenage demographics, i.e. no longer smelling like smoke and using money formerly used to buy cigarettes to buy other things.

Target Market: Educators, 10 minutes. © 2000

TPEP code: V111

Target market is a generation of Minnesota youth targeting back a tobacco industry that has been targeting teens for decades. It is aimed at youth, not adults. The Target Market movement was created by teens during a three-day summit in April called the Kick Ash Bash. The video features Target Market's first two ads along with a video scrapbook of the Bash

Discussion Guide Included with Video.

MediaSharp - Analyzing Tobacco and Alcohol Messages: Grade 6 - 12, 6 minutes.

TPEP code V112

Media Literacy

The purpose of Mediasharp is to help young people critically assess how media normalize, glamorize, and create role models for unhealthy lifestyles and behaviors. This effort supports the growing national emphasis on media literacy-the ability to "read" and produce media messages.

Discussion Guide Included with Video.

Media Literacy for Prevention, Critical Thinking: Grade 6 - 12

TPEP code: V113

Media Literacy

A presentation about media literacy that addresses the strong influences television has on young teens television has on teens. Various television programs such as 48 hours, CNN, and NBC News scrutinizes various commercials to demonstrate the harmful effects advertisements could have on young adults. This video features Dr. Peter DeBenedittis who has dedicated his time and efforts to educating teenagers about media literacy.

Pack of Lies - Targeting You for Tobacco: Grade 6 - 12, 19 minutes. © 1998

TPEP code: V114

Media Ligeracy

Dr. Robert Jaffe hosts this eye-opening program that explains the many ways and reasons that tobacco companies target their products to teens. An up-close look at a variety of ads from the early 1950s through the present shows viewers how the tobacco industry has switched its focus from an adult audience to younger, more vulnerable teens. Viewers will see how the tobacco industry gets their attention and money. Dr. Jaffe also reveals the many hazardous and addictive chemicals in

tobacco products. Viewers will look at advertising in an entirely different way after viewing this informative program.

Scene Smoking-Cigarettes, Cinema & the Myth of Cool: Grade 9 - 12, 60 minutes.

TPEP code: V115

In Scene Smoking, professionals from the entertainment and health fields discuss real-life choice they've made and what they think about the depiction of tobacco on-screen. This balance documentary brings together some of Hollywood's most powerful voices in a frank discussion of artist's rights, social responsibility, and the First Amendment.

Discussion Guide Included with Video.

Science, Tobacco & You - Teacher Training Video: Educators, 14 minutes. © 1998

TPEP code: V116

This videotape advertises the general overview of the program called "Science, Tobacco & You." This entire program involves using a teacher/student guidebook, manipulates, cd-rom, web-based resources.

Discussion Guide Included with Video.

Secrets Through the Smoke: Grade 5 - 12, 5 minutes.

TPEP code: V117

Dr. Jeffrey Wigand shares his experiences about the tobacco industry's manipulation of the truth. Dr. Wigand risked his career, reputation, and family by making the truth known to the public about the tobacco industry's disregard for health and safety during an interview with the CBS news magazine *60 minutes*. Broken into three parts, *Secrets Through the Smoke* contains compelling and sometimes graphic supporting footage.

Discussion Guide Included with Video.

Slam!: Grade 6 - 12, 15 minutes.

TPEP code: V118

This is a 15-minute video developed to help young people be more aware of the power and pervasiveness of cigarette advertising and to help them explore ways to resist the influences of the tobacco industry. The video tells the story of Leslie Nuchow, a talented young singer/songwriter who refused to have her music associated with a cigarette marketing campaign targeted toward young people.

Smoke & Mirrors: A History of Denial: Grade 6 - Adult, 75 minutes. © 1999

TPEP code: V119 / V206

Smoke & Mirrors: A History of Denial documents the rise of the cigarette and the tobacco industry's subsequent attempts to conceal its emerging link with cancer and

other smoking-related illnesses. Throughout the 1940's, the scientific case against the cigarette was building. However, despite the evidence that tobacco was a major cause of disease and death among smokers, tobacco companies began conducting successful campaigns of misinformation designed to weave cigarettes into the social fabric of America by emphasizing the "glamorous" and "sophisticated" side of smoking. After fifty years of documented denial, *Smoke & Mirrors* examines this sordid past, and illuminates the issues that threaten tobacco's future.

SmokeAlarm- The Unfiltered Truth About Cigarettes: Grade 6 - 12, 30 minutes ©1996

TPEP code: V120

HBO and Consumer Reports present this video to teach young people one of the most important lessons they can learn to keep away from tobacco, including the disastrous effects of chewing tobacco. Rick Bender, a chewing tobacco user, explains the detrimental effects it has on him. This video includes a game show simulation "Butts" demonstrating the ill effects of tobacco. The video also illustrates the tobacco industry's manipulative advertising efforts.

Smoke Screeners: Grade 6-12, 30 minutes

TPEP code: V121

Media Literacy

Using an MTV-style format, the teen hosts of the Smoke Screeners video, provide a behind-the-scene look at the entertainment industry's use of smoking on-screen. Geared towards young adults in middle and early high school, the video shows clips from many historical and current movies to illustrate how, "cigarettes and cigars are movie-making tools." The video explains how writers, actors, and directors use tobacco products to make characters look nervous, relaxed, weak, strong, and even glamorous. As one of the video's hosts explains, "...if you watch what you're watching when you go to the movies, you won't get fooled by the smokescreen." Included with this video is a discussion kit for educators.

Discussion Guide Included with Video.

Smoking and Health: Grade 6 - Adult, 15 minutes.

TPEP code: V122 / V207

This video explains the dangerous effects of smoking on the human body. Included in the video are graphic photos of the consequences of smoking. The video also explains how the harmful toxins in cigarettes will consequently lead to lung cancer. Also illustrated in the video are the effects of using smokeless tobacco.

Warning: There are graphic materials in this video.

Smoking in the Movies: Grade 7 - 12, 1 hour 10 minutes. © 2002

TPEP code: V123

Media Literacy

This is a training video to educate students about smoking messages in the movies. This media literacy teaches journalism students to identify the influences of the film industry on young teens to start smoking. Teens are also educated about writing reviews focusing on smoking content in movies.

Smoking Sucks: Grade 7 - 12, 10 minutes. ©1995

TPEP code: V124

Local

This is a lively 10-minute feature of anti-smoking adolescents. Included are testimonials from teenagers regarding their thoughts about tobacco: also show is surfer Kalani Robb. The video includes surfing, body boarding, rollerblading, and biking scenes. This was made specifically for Hawaii's adolescent population but would be effective in any racially diverse community.

Smoking - The Toxic Truth: Grade 7 - 12, 30 minutes. © 2002

TPEP code: V125

Students are shown some of the medical consequences of smoking including larynx cancer and wrinkles. This video profiles an adolescent whose father has cancer and discusses the consequences of smoking-related illness on the family system. With a positive conclusion, this documentary style programs presents teens warning their peers about tobacco toxicity and addiction, giving them good advice to say no to smoking.

Smoking - Truth or Dare? Grade 7 - 12, 34 minutes.

TPEP code: V126

Recently broadcasts on national television, "Smoking: Truth or Dare?" is a powerful program that graphically demonstrates to teens who use tobacco exactly what this deadly habit is doing to them. The damage smoking or chewing tobacco does to their bodies is not something intangible that they might have to face forty or more years down the road. These young people are suffering the deadly effects of their tobacco use right now, and the consequences will only get worse.

Sooper Puppy - Puff of Smoke: Grade 1 - 3, 16 minutes ©1995

TPEP code: V127

This Sooper Puppy adventure gives children the information they need to say "NO" to smoking. As Grandpaw relates the story to a young puppy with weakness for cookies, Baxter is taught the important lesson about addiction. Young viewers learn the physical and mental effects of cigarette smoking in a way they can easily

understand and are taught how to handle the pressures of advertisers and peers who attempt to make smoking appear attractive.

Stop the Sale Prevent the Addiction: Grade 6 - Adult, 26 minutes

TPEP code: V128 / V208

This video underscores the magnitude of the problem of tobacco use among young people and the importance of stopping the sale of tobacco to minors. The first 8-minute section, called "The Tempting Years," high lights some of the influences - parents, peers, tobacco company advertising and promotions - that lead young people to smoke cigarettes or use spit tobacco, while the rest of the video features programs that are working to prevent tobacco sales to minors. This video is intended to raise awareness and inspire viewers to take action in their communities.

Take Back Your Life! Grade 6 - Adult, 45 minutes. © 1999

TPEP code: V129

This video reaches out to today's nicotine addicted youth and the people who care about helping them understand the urgent need to become "tobacco-free." As a Former "Winston-Man" in the eighties and a 3 ½ pack-a-day smoker, Dave shares his unique experiences with tobacco companies, their messages and their motives. He also talks about his experiences as a teenager and the timeless pressures that led him to tobacco. This video features segments from Dave's live high school assembly program, interactive dialogue with teens who smoke and thought provoking insights and narratives from Dave.

Tobacco Free - You and Me: Grade 4 - 6, 19 minutes

TPEP code: V130

This is an upbeat visually appealing video that approaches smoking from many angles. The first section includes an interesting montage of smoking advertising and how anti-smoking activists have, changes the ads to make them more representative of the truth health consequences of smoking. The video discusses cancer and smokes tobacco use. The last section encourages youth to become active in the fight against tobacco use in their community.

Tobacco Horror Picture Show: Grade 6 - 12, 28 minutes © 1997

TPEP code: V131

This strong media presentation is balance with interview from recover teen users. Featured is Debi Austin, a victim of throat cancer who demonstrates the horrific nature of nicotine addiction. A hole in her neck was created when her larynx was removed. Include are teenagers discussing their thoughts on tobacco.

Tobacco Road - A Dead End: Grade 7 - 12, 20 minutes. ©1993

TPEP code: V132

Why are young people deliberately starting a habit that will sooner or later take their lives? Hard-hitting, graphic footage and startling interviews with people stricken with tobacco related illnesses are contrasted with teen interviews demonstrating their attitudes of self-deception. Graphically exposes the higher occurrences of lung cancer, emphysema, heart disease and vascular disease directly attributed to long-term tobacco use. Warning: Contains explicit operating room scenes, which may not be suitable for all audiences.

The Trouble with Tobacco: Grade 5 - 8, 11 minutes. ©1996

TPEP code: V133

Every year, the tobacco industry is spending billions of dollars trying to convince people that smoking is fun and glamorous. This program explains uses this as an underlying theme while discussing how unappealing cigarette odors are and how smoking reduces a person's athletic ability. The program also explains how expensive cigarettes can be and enumerates many of the poisonous chemicals found in tobacco products. Students will be amazed to find that same insecticides, powerful chemical agents found in toilet bowl cleaners, and chemicals in car batteries are found in cigarettes. The program covers the major diseases caused by tobacco use, including cancer, emphysema, heart disease and stroke, and illustrates the effects of nicotine on the brain using high definition 3-D animation.

The Truth About Tobacco: Grade 6 - 12, 42 minutes. ©2000

TPEP code: V 134

Patrick Reynolds, grandson of tobacco magnate RJ Reynolds, tells teens the hard facts about smoking and other tobacco use. Through satirical ads, cutting-edge advertising, and striking personal stories, Reynolds makes painfully clear the high price tobacco users pay, both physically and emotionally. In Part I, Reynolds indicates that cigarette advertising has a much greater impact on teens than they realize. Part II, tells the story of Sean Marsee, a 19 year-old former athlete, whose use of chewing tobacco led to cancer of the tongue. Sean died, after extended efforts to save him. Reynolds implores teens to root out the causes of their tobacco (and other) addictions by dealing with their problems head-on, and making positive choices in their lives.

Discussion Guide Included with Video.

Up in Smoke: Grade 6 - 12, 27 minutes. ©1996

TPEP code: V135

This program opens with images of young people surfing. Viewers are introduced to a group of surfers who explain why they don't smoke. Then, students have the

opportunity to learn along with an adolescent cessation program about the consequences of smoking; including lung cancer and head and neck tumors. One section of the video is focuses on the New Voice club, a group of "Neck Breathers." Finally, the video poses the question, "Do Tobacco People Care About You?" The cessation group discusses the deception of tobacco companies and the addictive nature of nicotine.

Discussion Guide Included with Video.

Whiz Kids Present Alcohol, Smoking Substance Abuse: Grade 6 - 9, 9 minutes.

TPEP code: V136

Pregnancy

This video is a cute and education video about pregnancy. Cartoon babies are wondering what their mothers are going to "treat" them to next. They discuss the harmful effects of their mother's actions from using various dangerous substances.

The Dirt on Dip: Truth about Spit Tobacco: Grade 6 - 12, 19 minutes. ©1996

TPEP code: V137

An educational highlights the addictive nature of tobacco and the harmful health consequences from using smokeless tobacco. The video consists of vignettes of different teenagers who share their own personal experiences about why they started using smokeless tobacco, as well as what negative health effects they are currently experiencing. Most notably, the video includes the compelling stories of Rick Bender and Sean Marsee, both athletes who suffered devastating consequences from their tobacco use.

Discussion Guide Included with Video.

Keeping Your Kids Tobacco, Alcohol, and Drug Free: Parents, 30 minutes. ©1998

TPEP code: V138

In this segment of My Kids, parents gain expert advice on how to keep their children smoke free from substance abuse. Host Mark Hamill (Star Wars) guides viewers through a 30-minute video that describes resources for parents, give tips from health care professionals, offers testimonials from teenagers and adults, and features recording artist/musician and parent Richard Marx, who shares his concern about his children's future. The program is a rich in up-to-date facts and practical information about communication and being involved with children.

Leader of the Pack: Grade 2 - 6, 16 minutes. ©2003

TPEP code: V139

This entertaining, animated video helps young viewers recognize the dangers of tobacco use through the powerful storytelling and compelling cartoon characters. Students will instantly connect with likable young Henry as he meets up with

Smokey, an animated cigarette who wants Henry to join a secret club known as "The Pack." With Henry as the Leader of the Pack, students are sure to have fun as they learn about the perils of tobacco.

Discussion Guide Included with Video.

Tobacco: Just Say Know: Grades 5 - 9, 13 minutes. ©2003

TPEP code: V140

Did you know that tobacco companies target their advertisements to young people-trying to get them hooked now, so they can become their customers later? In this informative middle school video, teen narrators guide younger students through lively question and answer format that delivers hard facts about tobacco: the drug nicotine addicts you, while the tar and other chemicals and toxins in cigarettes kill you. They stress that the deadly diseases caused by smoking may not be so far away in the "distant future."

Discussion Guide Included with Video.

Thumbs Up, Thumbs Down: Grade 6 - 12, 25 minutes. ©1996

TPEP code: V145

Media Literacy

This video reports on tobacco use in movies and on television and is hosted by four teens. It provides an awareness of the powerful influence of on screen smoking affecting youth. This video is useful for teaching students media literacy.

MTV Talks Tobacco: Grade 6 -12, 18 minutes. ©1996

TPEP code: V146

This video educates teenagers about the addictive effects of nicotine and the positive effects of a healthy lifestyle. It features former cast members of MTV's Real World who talk candidly about the pitfalls of cigarette smoking and Gabrielle Rees, professional volleyball player and model discussing the effects of cigarette smoking on physical fitness with street luge champion Roger Hickey.

Blow Away the Ashes: Grade 9 - Adult, 58 minutes. ©2003

TPEP code: V147

Media Literacy

This presentation features media literacy expert Dr. Peter DeBenedittis in an informative presentation that exposes the manipulation behind the glamour used to market destructive lifestyles. This video discusses body image, eating disorders and tobacco addiction and analyzes current ads that promote these unhealthy behaviors. (Some examples include controversial sexual scenes from movies or ads and may not be appropriate for a young teen audience.)

Finding the Power: Grade 6 - 12, 9 minutes. ©1998

TPEP code: V401 / V611

This award-winning video for multi-ethnic youth focuses on youth access to tobacco in urban minority communities. Styled after music videos, it delivers the message that youth have the power to quit smoking and to make a difference in their community. Accompanying guide includes information on advocacy, merchant education, countering pro-tobacco influences, and peer education.

Fact Sheets

All Fact Sheets can be viewed and/or printed online by clicking the link below:

[Children Face Heavy Pressures to Smoke](#) TPEP code: B129

[Tobacco is Easy for Children to Get](#) TPEP code: B130

[It's Easy for Kids to Get Hooked](#) TPEP code: B131

[It's Hard for Teens to Quit](#) TPEP code: B132

[Tobacco a Gateway Drug](#) TPEP code: B133

[Teenage Smoking in Hawaii](#) TPEP code: B134

[Smokeless Tobacco](#) TPEP code: B135

Posters / Anti-Smoking Ads

All Tobacco Prevention anti-smoking ads can be viewed online at: <http://www.hawaii.gov/health/healthy-lifestyles/tobacco/Media.htm> under the "Print Media Campaign" section. (Radio spots are also available at this site)

Educational Materials

Happy To Be Smoke Free Me! Coloring Book

TPEP code: PITT 103

This coloring book is for Grades K-3 encourages youth to be tobacco free and have strong healthy bodies.

The Berenstain Bear Scouts and the Sinister Smoke Ring-Book

TPEP code: PITT 107

Sister reports that Brother has begun hanging out with Too-Tall and his friends and smoking cigarettes with them. Brother is already wondering about paying the price of being accepted. To help Brother, Gramps shares some stories about his own-growing up experiences, which include smoking.

(For Loan Only. Call to borrow a copy.)

Tobacco Prevention & Education: Adult

Videos

Dying for a Smoke: 39 minutes. ©1994

TPEP code: V200

This incisive documentary points out the appalling effects of tobacco addiction; premature death, devastating disease and deformities, and the grief of loves ones. Featured celebrities include Charlton Heston, Johnny Mathis, Chuck Norris, Gregory Hines and Debbie Gibson.

I Can't Breathe Program Video: Grade 6 - Adult, 20 minutes. ©2002

TPEP code: V108 / V201

Pam Laffin, featured in "I Can't Breathe," was a 31-year-old mother of two girls. Pam talks about why she started smoking and what it was like to learn she had emphysema, a smoking-related disease with no cure. With poignant detail, she discusses how the disease has devastated her life. Discussion Guide Included with Video

Know Smoking: Educators, 11 minutes. ©2000

TPEP code: V202

This is a teacher training video that provides a quick overview of the program for teachers. Included in the 11-minute video are tips for using the materials in a variety of classroom settings, information about the website and motivation for including tobacco education in your curriculum.

Let's Not Smoke: Women, 20 minutes.

TPEP code: V203

Pregnancy

This informational video reflects on the importance of quitting smoking during pregnancy. Women are educated about the dangers of smoking for the mother and baby. Women are encouraged to find support through doctors, support groups, and an available quit line.

Redefining Liberation: Women, 30 minutes.

TPEP code: V204

Media Literacy

The NOW foundation's Redefining Liberation video tackles the issue of how advertising effects women's body image, health and self esteem. The video analyzes the tactics of the tobacco, fashion and alcohol industries and the resulting impact

on women's health. Guest appearances include former NOW President Patricia Ireland, author Gloria Steinem, renowned lecturer Jean Kilbourne, community leader Leah Aldridge, and many others.

Slim Hopes: Women, 30 minutes. ©1995

TPEP code: V205

Media Literacy

Jean Kilbourne's award-winning video offers an in-depth analysis of how female bodies are depicted in advertising images and the devastating effects of those images on women's health. This video provides a critical perspective on the social impact of advertising (i.e. Tobacco, alcohol, cosmetics, etc...)

Smoke & Mirrors: A History of Denial: Grade 6 - Adult, 75 minutes. ©1999

TPEP code: V119 / V206

This video documents the rise of cigarette and the tobacco industry's subsequent attempts to conceal its emerging link with cancer and other smoking-related illnesses. Throughout the 1940s, the scientific case against the cigarette was building. However, despite the evidence that tobacco was a major cause of disease and death among smokers, tobacco companies began conducting successful campaigns of misinformation designed to weave cigarettes into the social fabric of America by emphasizing the "glamorous" and "sophisticated" side of smoking.

Smoking and Health: Grade 6 - Adult, 15 minutes

TPEP code: V122 / V207

This video explains the dangerous effects of smoking on the human body, in addition to how the harmful toxins in cigarettes will consequently lead to lung cancer. Also illustrated in the video are the effects of using smokeless tobacco. Warning: There are graphic materials in this video.

Stop the Sale Prevent the Addiction: Grade 6 - Adult, 26 minutes.

TPEP code: V128 / V208

This video underscores the magnitude of the problem of tobacco use among young people and the importance of stopping the sale of tobacco to minors. The first 8-minute section, called "The Tempting Years," highlights some of the influences - parents, peers, tobacco company advertising and promotions - that lead young people to smoke cigarettes or use spit tobacco. The rest of the video features programs working to prevent tobacco sales to minors and also is intended to raise awareness and inspire viewers to take action in their communities.

Tobacco and Health - You Decide: 25 minutes.

TPEP code: V210

This videotape contained 1994 testimony head by the House Subcommittee on Health and Environment and from CEO's of the leading tobacco manufacturers. How would you respond to the tobacco industry's position on tobacco health effect addiction, advertising policies, accommodation, and prohibition? Should the facts speak for themselves? You decide.

Victor Crawford Statement: 5 minutes. ©1992

TPEP code: V212

Victor Crawford, a former Maryland State Senator and tobacco lobbyist diagnosed with throat cancer due to smoking, leaves a statement regarding his thoughts on the tobacco industry's influence on local legislation. "Believe me; I know what the consequences of allowing the tobacco industry to dictate policy can be."

Women and Tobacco - Seven Deadly Myths: Women, 17 minutes ©2001

TPEP code: V213

This video aims to dispel some of the most powerful untruths that have captured and kept women as smokers. Most of these myths have been perpetuated by tobacco advertising, but over time, smokers internalized these fictions to rationalize and defend their addiction. Narrator Christy Turlington, a cover model, talks about the loss of her father to tobacco, her own addiction to cigarettes, and how she kicked the habit.

Discussion Guide Included with Video.

Fact Sheets / Brochures

[State & County Laws on Smoking and Tobacco Use](#)

TPEP code: B203 / B310

[Health Consequences of Tobacco Use](#)

TPEP code: B205

[College Students & Tobacco](#)

TPEP code: B206

[Smoking & Women](#)

TPEP code: B207

[Smoking & Pregnancy](#)

TPEP code: B208

[Smoking as You Get Older](#)

TPEP code: B209

[History of Smoking Legislation](#)

TPEP code: B210

Reduce Secondhand Smoke Exposure

Videos

A Witches Brew...Secondhand Smoke in the Workplace: Adult, 10 minutes.

TPEP code: V300

This video features interviews with business leaders from a variety of industries large and small. Whether they represent a multi-national corporation or a small local business, their message is the same; it's simply smart business to adopt a smoke-free workplace.

Poisoning Your Children - The Perils of Secondhand Smoke: 12 minutes. ©1993

TPEP code: V301

Dr. Snyderman, medical correspondent for ABC News, presents disturbing statistics on the harmful effects of secondhand smoke on children. Drawing from an Environmental Protection Agency (EPA) December 1992 report on passive smoking, she stresses that infants and children are at most risk because of possible damage to developing organs. Interview with Surgeon General Jocelyn Elders, MD, another pediatrician, and pollution expert emphasize the magnitude and significance of this health hazard.

Secondhand Smoke: A Matter of Life and Breath: Grade 8 - 12, 11 minutes. ©2003

TPEP code: V302

This video provides startling medical facts along with teenagers' thoughts and reflections on how it feels to hang around those who smoke, and how they view the billion-dollar tobacco industry and its manipulative tactics. Trained professionals and students alike ponder the questions of popularity and peer pressure versus clean lungs and good health.

Discussion Guide Included with Video.

Second-Hand Smoke: Just Say Know, Grades 5 - 9, 10 minutes. ©2003

TPEP code V141 / V303

Showing this video to your students informs them with up-to-date facts, gives them a stronger understanding of how dangerous second-hand smoke is to their health, and teaches them polite ways to escape from it. Help your student smoke the healthy choice to steer clear of cigarette smoke.

Discussion Guide Included with Video.

Fresh Air for Little Noses - Smoke-free Policies for Preschools, 12 minutes. ©1999

TPEP code: V304

This video serves as a how-to guide for Head Start programs, childcare centers and providers, describing how to eliminate secondhand smoke exposure at childcare facilities and educate parents and caregivers on the importance of keeping living and activity spaces smoke-free for children.

Fact Sheets / Brochures

[Secondhand Smoke and Heart Disease, Lung Cancer, and other Health Risks](#)

TPEP code: B308

[Secondhand Smoke in Your Car and Home](#)

TPEP code: B309

[State & County Laws on Smoking and Tobacco Use](#)

TPEP code: B203 / B310

Websites on Secondhand Smoke and Clean Indoor Air Issues

American Academy of Pediatrics

<http://www.aap.org>

S.A.F.E. Smokefree Air for Everyone

<http://www.pacificnet.net/~safe>

Americans for Nonsmoker's Rights

<http://www.no-smoke.org>

Smoke-Free Environments Law Project

<http://www.sfelp@tcsq.org>

American Lung Association

<http://www.lungusa.org/tobacco>

Smoke Free World

<http://www.smokefreeworld.com>

CDC Office on Smoking and Health

<http://www.cdc.gov/tobacco>

Tobacco Control Resource Center, Inc.

Tobacco Products Liability Project

<http://www.tobacco.neu.edu>

Guide to Community Preventive Services

<http://www.the.communityguide.org>

U.S. Environmental Protection Agency

<http://www.epa.gov/smokefree>

Healthy Indoor Air for America's Homes

<http://www.healthyindoorair.org>

Minnesota Smoke-Free Coalition

<http://smokefreecoalition.org>

Reduce Tobacco Availability

Powerpoint Presentation

Selling Tobacco to a Minor is Against the Law - Powerpoint Training Presentation for retailers, managers, and their cashiers regarding ways to prevent sale of tobacco to minors and how to check ID's

TPEP code: PPP400

Brochures

Selling Tobacco to a Minor is Against the Law - Training Brochure for Cashiers

TPEP code: B400

The Sale of Tobacco Products to Minors is Illegal-Laws Brochure

TPEP code: B401

Promotional Items & Training Tools for Merchants and Cashiers

~> The following items are to be used to assist merchants and cashiers in notifying the public about Hawaii's sale to minors Tobacco Laws <~

Birthday Check Calendar Vagabond - Assist cashiers in calculating customer's age

TPEP code: PITT 400

No Sale Under 18 Years - Sticker Signage

TPEP code: PITT 401

We Check ID - Vagabond

TPEP code: PITT 406

No Sale Under 18 Years - Signage Card

TPEP code: PITT 402

We Check ID - Window Sticker

TPEP code: PITT 407

We Check ID - Button

TPEP code: PITT 405

Retailer Policy Tear Off Sheets - Assists cashiers explaining laws regarding underage tobacco sales

TPEP code: PITT 404

Cessation

Videos

Health Education Method for Pregnant Smokers - Improving the Process and Content of Prenatal Care: Educators, 51 minutes.

TPEP code: V500

Pregnancy

The purpose of this video is to assist public health professionals develop health education methods for pregnant smokers. The program involves three parts:

1. Introduction to the problem
2. Planning and evaluation Issues
3. The process and content of patient counseling in prenatal care

Smoking-Getting Ready to Quit: Grade 9 - 12, Adult, 15 minutes

TPEP code: V501

Smoking: Getting Ready to Quit identifies and explains positive techniques that can make quitting easier and more successful. Real smokers, in various stages of quitting, share tips and techniques that have helped them control their tobacco cravings. The video discusses several specific quitting strategies. The latest quitting aids are discussed, including nicotine gum, patches, prescription inhalers, and nasal sprays. The video explains how to use these products safely and effectively in combination with other healthy behaviors. Viewers are also given techniques to help them avoid future cravings and deal potential relapse situations.

Exercise & Smoking Cessation: Grade 6 - Adult, 15 minutes, ©2003

TPEP code: V502

This video examines the benefits of exercise in smoking cessation. Exercise makes quitting easier by releasing mood-altering endorphins and assisting weight management. Includes suggestions for starting an exercise program.

Discussion Guide Included with Video.

Promotional Items & Training Tools

Smoke Free Baby Handbook

TPEP code: PITT 501

Brochures

Stop Smoking for a Health Baby

TPEP code: B521

Hawaii Cessation Handbook

TPEP code: B522

Quitting tobacco use and smoking is a tough job. This 24-pag booklet is a comprehensive collection of information to help and support you through the process of quitting. It will guide you and give you tips as you go through the steps of quitting.

Cessation Resources in Hawaii

TPEP code: B523

This brochure is a list of major resources available to smokers in Hawaii who are trying to quit. Included are references to telephone help-lines, group and individual counseling programs, websites, and written self-study materials.

Think About It

TPEP code: B524

Thinking about quitting smoking, but not quite sure? This brochure increases your awareness about your health and your family, how to go about quitting, and life after cigarettes while exploring the idea of stopping smoking and tobacco use.

Posters

I Will Change My Habits and Find Other Things to Do - Refrigerator Poster

TPEP code: P500

My Plan to Stop Smoking - Refrigerator Poster

TPEP code: P501

Smoke-Free Baby - Large Poster

TPEP code: P502

Ethnic/Cultural Groups

Videos

Another Killing Field (Cambodian): Adult, 14 minutes. ©1991

TPEP code: V600

Culturally specific video discusses ways smoking has become part of Cambodian culture and includes messages about quitting, health risks of cigarette smoking, chewing tobacco, and secondhand smoke. The video features testimonials from Cambodian smokers and scenes from cultural events.

Cigarettes! You Can Quit (Korean): Adult, 15 minutes. ©1991

TPEP code: V601

Farewell to Smoking (Vietnamese): Adult, 21 minutes. ©1991

TPEP code: V603

This video dramatizes tobacco-related deaths and features interviews with Vietnamese health professionals, while providing many facts about smoking & tobacco-related disease in the Vietnamese community.

It's Your Life (American Indian): Adult, 6 minutes. ©1992

TPEP code: V604

For many Indian people tobacco is sacred - it is burned for peace or for prayer. Smoking cigarettes is different. It becomes an addiction and is known to cause cancer, strokes, heart attacks, and lung disease. The center for American Indian Research and Education reports that Indian people in Northern California have among the highest smoking rates of any group.

Discussion Video Included with Video.

Journey to Long Life: Adult, 15 minutes. ©1991

TPEP code: V605

This video features an immigrant Cambodian family in which the father decides to quit after the grandfather becomes ill from smoking.

Our Children, Our Future (Laotian): Adult, 14 minutes. ©1996

TPEP code: V607

Although smoking is the accepted norm for Laotian men, cigarettes are hazardous to one's health, causing lung cancer and other diseases. This video discusses the addictive nature of nicotine and the hazards of secondhand smoke, especially for

children. It also highlights the importance of preventing the next generation from becoming smokers.

Reaching Across Cultures: Adult, 60 minutes. ©1992

TPEP code: V608

Pregnancy

This is a training video for prenatal providers on smoking cessation and secondhand smoke counseling. The video features women from four ethnic groups. The host guides viewers through a lesson on cultural awareness and different stages in the quitting process. Scenarios include African Americans, American Indian, Asian and Hispanic women in the process of quitting and dealing with secondhand smoke at home. Video segments may also be used to stimulate discussion during health education sessions.

Victory Over Smoking (Cantonese): Adult Males, 15 minutes. ©1991

TPEP code: V609

Provides basic information on why people smoke, the hazards of smoking and secondhand smoke, as well as benefits and strategies for quitting. This video is culturally specific to both the Chinese and Korean populations.

How They Get Us to Screw Ourselves, Adults, 8 minutes, ©2002

TPEP code: V610

This humorous documentary exposes the slick world of LGBT target marketing by the Tobacco Industry. In classic "60-minutes" style, Coalition of Lavender Americans on Smoking and Health (CLASH) members confront Brown & Williamson tobacco executives who have set up a Lucky Strike Smoking Lounge at a large national LGBT fundraiser.

Promotional Items & Training Tools

No Smoking in Here (Ilocano) - Doorknob Hanger

TPEP code: PITT 600

No Smoking in Here (Ilocano) - Sticker

TPEP code: PITT 601

Clearinghouse of Tobacco Prevention Resource Materials
Ordering/Borrowing Information

1. Phone: (808) 586-4613 or Toll Free: 1-888-810-8112
2. Fax: (808) 586-8252
3. Mail: Tobacco Prevention and Education Program
Hawaii State Department of Health
1250 Punchbowl St., Rm. 217
Honolulu, HI 96813
4. Email: tobacco2@mail.health.state.hi.us

Name_____

Organization_____

Address_____

City_____ State_____ Zipcode_____

Phone_____ Fax_____

Email_____

Date of Material Pickup_____

Item	TPEP code	Title/Description	Quantity
1			
2			
3			
4			
5			

V=Videos, B=Fact Sheets/Brochures, P=Posters, PITT=Promotional Items & Training Tools

FOR MORE INFORMATION



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Chronic Disease Management and Control Branch
Hawaii State Department of Health
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